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FORMAL SUBMISSION OF:

1) Petition for One Month Extension of Time; and	2) Reply to Office Action.
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Title: A METHOD FOR EVALUATING CUSTOMER VALUE TO GUIDE LOYALTY AND RETENTION PROGRAMS
Serial No. 09/593,118
Filing Date: June 13, 2000
First Named Inventor: James Howard DREW
Atty. No. 99-836 RCE 1

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that the above-referenced documents are facsimile transmitted to the Patent and Trademark Office on the date shown below:

Christian R. Andersen

Date of Transmission: March 16, 2005